

2027 Oklahoma Route 66 Guide

Oklahoma has 400+ drivable miles of Route 66, and the Mother Road serves as one of the state's top national and international tourism draws. This guide contains more than 150 attractions and events located on and near the state's stretch of the world's most iconic highway.

**Deadline for space reservations
Friday, October 9, 2026**

**Ad materials due
Friday, October 16, 2026**

150,000+

Print and digital
copies distributed

Bonus: Ads in 2 Products in the same year = 10% off

Purchase the same size ad in *Oklahoma Today* or the Travel + Outdoor Guide to receive 10% off published gross rates.

AD RATES

Premium Positions	Final Size	Rates
Inside front cover	8" x 10.875"	\$7,500
Inside back cover	8." x 10.875"	\$7,500

Run of Book

Full page	8" x 10.875"	\$5,000
1/2 Pg horizontal	7" x 4.7975"	\$2,400
Featured Listing	2.25" x 2.25"	\$500

*all rates are gross

AD SPECIFICATIONS

Full
Page

1/2 H



Logo
Short
description
Contact info

Featured ad designs are uniform,
and will be placed in the listing section.

Get your business in front of in-state
and out-of-state travelers planning
their next Oklahoma adventure.
Contact Advertising@TravelOK.com
to book your space.